**Design Document**

**Name of Company**

* Warm Butter Records (WBR): warmbutterrecords.com
* WBR is an online company that sells vinyl records, stereo equipment and accessories, i.e., turntables, speakers, amplifiers, and shares concert dates, articles and industry news via their blog.

**Description of the design concept/approach**

* A ***simple*** and ***aesthetically*** pleasing design for the users
* Pages dedicated to record shopping/stereo equipment, a Blog with industry news, company Contact and About.

**What I hope to accomplish the design concept**

* A S***imple*** design, meaning once you land on the page you can easily find the information you’re searching for and Accessible for all.
* An ***Aesthetic*** design, so the content is presented in a beautiful way and brings the pages to life. The intent is to make the UX enjoyable and entice users to return to the site.
* Simplicity makes the site easy to use and find products/information without any hassle coupled with an Aesthetic layout that makes the overall UX fun.

**Other sites looked at for inspiration**

* [Nike News](https://news.nike.com/) is the perfect site for what I would like my site to reflect. It has a very clean and crisp layout with black font against a white background. The content is present in a way that’s convenient to find and scan through. Also, all the pics are very colorful and vibrant, which smartly makes the site pages enticing.
* [Amazon’s](https://www.amazon.com/) site is a perfect example of how the IA allows users to find products easily and not get overwhelmed with the UX experience.

**Other sites for comparable businesses**

* [Sub Pop](https://www.subpop.com/) is a Seattle record label. Their site is very similar to Nike News and to final project, in regard to the layout.
* [Ear Candy Music](https://earcandymusic.biz/) in Montana. Another site that reflects what I plan to design.